



Enhancing accommodation selection: an analysis of simple additive weighting and rank order centroid

Yerik Afrianto Singgalen

Tourism Department, Faculty of Business Administration and Communication, Atma Jaya Catholic University of Indonesia, Jakarta, Indonesia

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Abstract

This study deploys Simple Additive Weighting (SAW) and Rank Order Centroid (ROC) in selecting accommodations. The research problem investigates the efficacy and applicability of these methods in aiding decision-makers, mainly tourists, in choosing accommodations based on diverse criteria. To address this issue, a comprehensive comparative analysis was conducted utilizing both SAW and ROC methodologies to evaluate a range of accommodations in the vibrant tourism destination of Raja Ampat, Indonesia. The SAW method involved the assignment of weights to various criteria and the subsequent calculation of overall scores for each accommodation. In contrast, the ROC method utilized a centroid-based approach to rank the accommodations. The findings underscore notable distinctions between the two methodologies, with SAW providing a detailed assessment of accommodations based on weighted criteria, whereas ROC offers a simplified ranking system. Additionally, the research identified Nyande Raja Ampat as the top-ranked accommodation with a score of 0.95859128, followed by Raja Ampat Sandy Guest House (score: 0.924445677) and Mambetron Homestay Raja Ampat (score: 0.861666825). Warahnus Dive Homestay and Hamueco Raja Ampat Resort secured the fourth and fifth ranks, with scores of 0.831961086 and 0.827113234, respectively. These findings offer valuable insights for tourists seeking accommodations in Raja Ampat and contribute to the broader understanding of decision-making methodologies in the tourism industry.

Corresponding Author:

Yerik Afrianto Singgalen,
Tourism Department, Faculty of Business Administration and Communication
Atma Jaya Catholic University of Indonesia
Jl. Jend. Sudirman No.51 5, RT.004/RW.4, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12930
yerik.afrianto@atmajaya.ac.id

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1. Introduction

Tourist behavior in decision-making plays a pivotal role in shaping the tourism industry's dynamics. The primary determinant influencing this behavior is the interplay of various factors that tourists consider when making travel choices [1], [2]. Firstly, individuals often weigh destination attributes such as cultural richness, historical significance, and natural beauty in the decision-making process [3]–[6]. These aspects are pivotal in attracting tourists and establishing a destination's appeal [5], [7]. Additionally, tourists' preferences are significantly influenced by social factors, including peer recommendations and online reviews, which contribute to the decision-making matrix [8], [9]. The complexity of tourist decision-making is underscored by the industry's dynamic nature, with emerging

trends like sustainable tourism and experiential travel further influencing choices [10]. Consequently, understanding and analyzing the multifaceted dimensions of tourist behavior is essential for stakeholders to develop effective strategies that cater to the evolving preferences of modern travelers.

In the realm of tourism, the process of selecting accommodation services constitutes a crucial aspect of the overall travel experience. Tourists have myriad options, from hotels to vacation rentals, offering distinct amenities and experiences [11]. Firstly, the choice of accommodation is often influenced by individual preferences and requirements, such as budget constraints, location proximity, and desired amenities [12], [13]. These factors shape tourists' decision-making processes as they seek accommodations that align with their specific needs and preferences [14], [15]. Furthermore, the rise of online platforms and peer reviews has given tourists access to information, enabling them to make more informed decisions when selecting accommodation services [11], [16]. This abundance of information has led to a more discerning clientele, driving accommodation providers to enhance their offerings to meet evolving consumer demands continually [17]. Consequently, selecting accommodation services is not merely a practical decision but also a significant determinant of overall travel satisfaction, underscoring its importance in tourism.

This research employs a combination of the Simple Additive Weighting (SAW) model and Rank Order Centroid (ROC) weighting to analyze the decision-making process of selecting tourist accommodation in Raja Ampat destination, Indonesia. Using SAW facilitates a systematic assessment of various criteria influencing accommodation preferences, such as cost, amenities, and location proximity, providing a structured framework for evaluating alternatives. Concurrently, the incorporation of ROC weighting enhances the precision of the analysis by considering the weighted differences in performance across all criteria, thereby offering a nuanced understanding of the relative importance of each criterion in the decision-making process. By integrating these methodologies, this study aims to provide comprehensive insights into the factors driving tourist accommodation choices in Raja Ampat, contributing to academic research and practical decision-making in destination management strategies.

The urgency of this research is underscored by the dynamic nature of the tourism industry, particularly in the pristine destination of Raja Ampat, Indonesia. As travel preferences evolve and tourist behavior becomes increasingly intricate, a comprehensive understanding of the decision-making process regarding accommodation is imperative for sustainable destination management [18]. In an era marked by heightened competition and changing consumer expectations, the absence of tailored insights into the factors influencing accommodation preferences poses a significant challenge for stakeholders [19]–[22]. Therefore, a robust investigation into this domain is academically enriching and crucial for informing strategic decisions in the tourism sector [23]–[25]. In conclusion, the urgency of this research lies in its potential to bridge critical knowledge gaps and equip destination managers with the tools needed to adapt and thrive in the evolving landscape of Raja Ampat's tourism industry.

Theoretical and practical implications abound in the wake of this research, probing into the complex dynamics of tourist decision-making in the accommodation sector, specifically within the unique context of Raja Ampat, Indonesia. The nuanced insights gained from integrating the Simple Additive Weighting (SAW) model and Rank Order Centroid (ROC) weighting contribute significantly to theoretical frameworks related to destination management, consumer behavior, and decision science within the tourism domain. A wealth of practical implications complements this empirical advancement, as the study equips industry stakeholders and destination managers with the tools to tailor their strategies based on the evolving preferences of modern travelers [26], [27]. This research's theoretical and practical ramifications position it as a valuable asset in academic discourse and the strategic management of Raja Ampat's vibrant and competitive tourism landscape.

In examining analogous research, acknowledging the limitations, and delineating the distinctive contributions of this study, a comprehensive exploration of the decision-making dynamics in tourist accommodation emerges. While previous studies have delved into various facets of tourist behavior and lodging choices, few have applied advanced methodologies like the Simple Additive Weighting (SAW) model and Rank Order Centroid (ROC) weighting within Raja Ampat, Indonesia. This observational gap, along with inherent limitations such as potential data constraints, underscores the novelty and

comprehensive understanding of the factors shaping tourist choices, especially in the distinctive context of Raja Ampat, Indonesia. In conclusion, the discerned gaps in knowledge within this domain substantiate the research's potential to advance academic discourse and contribute valuable insights to the broader field of tourism studies.

2.2 Simple Additive Weighting (SAW) and Rank Order Centroid (ROC)

The Simple Additive Weighting (SAW) method and Rank Order Centroid (ROC) weighting are powerful analytical frameworks in decision-making processes, particularly within the multi-criteria analysis [36]–[38]. The SAW model offers a systematic approach to evaluating alternatives based on multiple criteria, assigning weights to each criterion to determine their relative importance. Conversely, the ROC weighting method calculates the distance of each alternative from the centroid in the multi-criteria space, considering weighted differences in performance across all criteria [39]. Together, these methodologies provide a comprehensive assessment of alternatives, considering their individual criteria scores and proximity to the centroid. Integrating SAW and ROC methodologies offers a robust and nuanced approach to decision-making analysis, facilitating informed and strategic choices across diverse domains.

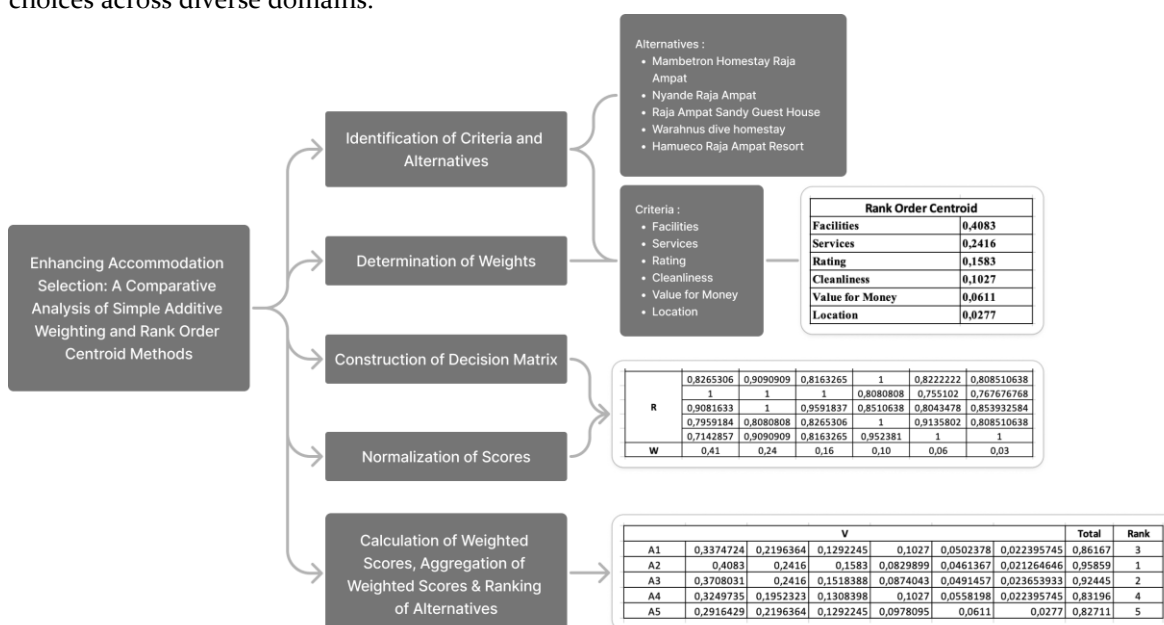


Figure. 1. Simple Additive Weighting and Rank order Centroid Process (Figma)

The stages within the Simple Additive Weighting (SAW) process present a structured and methodical approach to multi-criteria decision analysis. Initially, identifying and defining relevant criteria establish the foundation for subsequent analysis, ensuring all pertinent factors are considered. Following this, weights are assigned to each criterion based on relative importance, often through expert judgment or analytical methods. Subsequently, the scores of alternatives on each criterion are normalized to mitigate biases stemming from varying measurement scales, facilitating fair comparison. The weighted scores are ultimately aggregated for each alternative, yielding an overall ranking that guides decision-making. The systematic progression of steps within the SAW process enables a comprehensive evaluation of alternatives, culminating in informed and data-driven decisions. The Simple Additive Weighting (SAW) method utilizes a straightforward equation to calculate the overall score for each alternative. The equation is expressed as:

$$S_i = \sum_{j=1}^n w_j \times x_{ij} \tag{1}$$

Where:

- (S_i) is the overall score for alternative (i),

- (w_j) is the weight assigned to criterion (j),
- (x_{ij}) is the performance value of alternative (i) on criterion (j), and
- (n) is the total number of criteria.

This equation allows for the systematic evaluation of alternatives based on multiple criteria, with each criterion weighted according to its importance in the decision-making process. The Rank Order Centroid is computed by measuring the Euclidean distance between each alternative and the centroid, thereby identifying the most optimal choice. In conclusion, integrating ROC into the SAW model provides decision-makers with a structured and rigorous framework for evaluating alternatives and making informed decisions based on a comprehensive analysis of multiple criteria. Here's the equation incorporating both SAW and ROC:

$$[ROC = \sqrt{\sum_{j=1}^n \left(\frac{w_j \times (v_j - c_j)}{\sum_{j=1}^n w_j} \right)^2}] \quad (2)$$

Where:

- (ROC) represents the Rank Order Centroid for a particular alternative,
- (W_j) denotes the weight assigned to criterion (j),
- (v_j) is the performance value of the alternative on criterion (j),
- (c_j) is the weighted average score of all alternatives on criterion (j),
- (n) signifies the total number of criteria.

This equation calculates the weighted average of criterion scores ((c_j)) using the SAW method. Then, the ROC formula is applied to compute the distance between the alternative and the centroid, considering the weighted differences in performance across all criteria. This integrated approach allows for a more comprehensive evaluation of alternatives in multi-criteria decision-making scenarios.

3. Result and Discussion

The decision-making process of tourists regarding accommodation is intricately influenced by a set of critical criteria, namely Facilities, Services, Rooms, Comfort and Quality, Cleanliness, Value for Money, and Location. These criteria collectively form the foundation upon which tourists evaluate and decide where to stay. The quality of facilities and services, the comfort and standard of rooms, cleanliness levels, perceived value for money, and the strategic location of accommodation establishments emerge as critical determinants in the decision-making equation. As these factors play a paramount role in shaping tourists' perceptions and satisfaction levels, they significantly contribute to their stay's overall experience and enjoyment. Consequently, a nuanced understanding of these criteria is essential for accommodation providers and destination managers to tailor offerings that align with the discerning preferences of modern travelers. In conclusion, acknowledging and addressing these multifaceted criteria is pivotal for stakeholders aiming to enhance tourists' overall satisfaction and decision-making experiences in the accommodation sector.

Table 1. Criteria and Alternative Value based on Rating (Agoda)

Alternative	Facilities	Services	Room comfort and Quality	Cleanliness	Value for Money	Location
A1	8,1	9,0	8,0	8,0	9,0	9,4
A2	9,8	9,9	9,8	9,9	9,8	9,9
A3	8,9	9,9	9,4	9,4	9,2	8,9
A4	7,8	8,0	8,1	8,0	8,1	9,4
A5	7,0	9,0	8,0	8,4	7,4	7,6

Table 1 shows the criteria and alternative values. The consideration of facilities significantly influences tourists' decisions regarding accommodation choices. Accommodation facilities encompass various amenities and services hospitality establishments provide, including recreational facilities, dining options, and business services. These facilities play a crucial role in shaping tourists' perceptions and satisfaction levels, contributing directly to the overall quality of their stay experience. Moreover, modern travelers consistently prioritize accommodations that offer well-maintained facilities, as they enhance comfort and convenience during their stay. Thus, it becomes evident that facilities are pivotal in meeting tourists' discerning needs and expectations, ultimately influencing their decision-making when selecting accommodations. In conclusion, the emphasis on facilities underscores their integral role in the competitive landscape of the hospitality industry and their significant impact on tourists' lodging decisions.

Services constitute a pivotal criterion influencing tourists' decisions regarding accommodation choices. The spectrum of services offered by hospitality establishments, ranging from customer service and concierge facilities to room service and personalized attention, plays a decisive role in shaping tourists' perceptions and overall satisfaction levels during their stay [40]. The quality and responsiveness of services directly contribute to the overall hospitality experience, creating a lasting impression on guests. Contemporary travelers often prioritize accommodations that excel in providing impeccable services, recognizing the profound impact on their comfort and enjoyment [41]. Thus, it is evident that services are crucial in meeting tourists' discerning needs and expectations, influencing their decision-making process when selecting accommodations. In conclusion, the emphasis on services underscores their integral role in the competitive landscape of the hospitality industry, contributing significantly to guests' lodging decisions and overall satisfaction.

Rooms' comfort and quality stand as pivotal criteria significantly influencing tourists' decisions when choosing accommodations. The standard of comfort and quality offered in lodging establishments, encompassing factors such as bedding, furnishings, and overall ambiance, plays a decisive role in shaping tourists' perceptions and overall satisfaction levels during their stay [42]. Providing well-appointed and aesthetically pleasing rooms directly contributes to the overall guest experience, creating a positive and memorable impression. Contemporary travelers consistently prioritize accommodations that excel in providing superior comfort and quality, recognizing their essential role in enhancing the overall enjoyment of their stay. Thus, it becomes evident that the comfort and quality of rooms represent critical facets in meeting tourists' discerning needs and expectations, playing a decisive role in their decision-making process when selecting accommodations. In conclusion, the emphasis on rooms' comfort and quality underscores their integral role in the competitive landscape of the hospitality industry, significantly influencing guests' lodging decisions and contributing to overall guest satisfaction.

Cleanliness emerges as a critical criterion significantly influencing tourists' decisions when selecting accommodations. The level of cleanliness maintained within lodging establishments, encompassing factors such as room cleanliness, hygiene standards, and overall tidiness, plays a pivotal role in shaping tourists' perceptions and overall satisfaction levels during their stay [43]. Providing immaculately clean facilities contributes to guests' comfort and well-being and fosters a sense of trust and confidence in the establishment. Modern travelers consistently prioritize accommodations that uphold high standards of cleanliness, recognizing its fundamental importance in ensuring a pleasant stay experience. Thus, it becomes evident that cleanliness is crucial in meeting tourists' discerning needs and expectations, exerting a significant influence on their decision-making process when selecting accommodations. In conclusion, the emphasis on cleanliness underscores its indispensable role in the competitive landscape of the hospitality industry, contributing significantly to guests' lodging decisions and overall guest satisfaction.

Value for money emerges as a critical criterion significantly influencing tourists' decisions when selecting accommodations. The concept of value for money encompasses the perceived benefit derived from the cost incurred for lodging, considering factors such as room rates, amenities offered, and overall service quality. Tourists evaluate accommodations based on their ability to provide satisfactory

services and amenities relative to the price paid, aiming to maximize the perceived value of their stay [44]. Accommodations that offer competitive pricing while delivering high-quality services and amenities are often preferred by travelers seeking to optimize their travel budget without compromising comfort and satisfaction [45]. Thus, it becomes evident that value for money represents a pivotal aspect in tourists' decision-making process when selecting accommodations, exerting a significant influence on their overall satisfaction and likelihood of repeat patronage. In conclusion, the emphasis on value for money underscores its importance in the competitive landscape of the hospitality industry, highlighting the necessity for accommodations to offer compelling value propositions to attract and retain guests.

The geographic location of accommodations is a decisive criterion significantly influencing tourists' decisions in selecting places to stay. The strategic importance of a lodging establishment's location in shaping tourists' overall experience [46]. The proximity of accommodations to critical attractions, transportation hubs, and other points of interest plays a crucial role in enhancing convenience and accessibility for travelers. Tourists often prioritize accommodations in strategic locations that offer proximity to desired destinations, contributing to a seamless and enjoyable travel experience. Consequently, the location of accommodations represents a pivotal factor in meeting tourists' discerning needs and expectations, exerting a substantial influence on their decision-making process when selecting places to stay. In conclusion, the emphasis on location underscores its integral role in the competitive landscape of the hospitality industry, as it significantly contributes to guests' satisfaction and overall travel experience.

Table 2. Preference, Total, and Rank in Enhancing Accommodation Selection using SAW and ROC

	V					Total	Rank	
A1	0,33747245	0,21963636	0,12922449	0,1027	0,05023778	0,022395745	0,86167	3
A2	0,4083	0,2416	0,1583	0,0829899	0,04613673	0,021264646	0,95859	1
A3	0,37080306	0,2416	0,15183878	0,08740426	0,04914565	0,023653933	0,92445	2
A4	0,32497347	0,19523232	0,1308398	0,1027	0,05581975	0,022395745	0,83196	4
A5	0,29164286	0,21963636	0,12922449	0,09780952	0,0611	0,0277	0,82711	5

Table 1 shows the preference value, total, and rank. Based on the ranking results of the Simple Additive Weighting (SAW) model, it is evident that Mambetron Homestay Raja Ampat secured the third position, Nyande Raja Ampat attained the first position, Raja Ampat Sandy Guest House obtained the second position, Warahnus dive homestay secured the fourth position, and Hamueco Raja Ampat Resort achieved the fifth position. This ranking provides valuable insights into these accommodations' relative performance and competitiveness within the context of Raja Ampat. The SAW model employs a systematic approach to evaluate and rank alternatives based on multiple criteria, allowing decision-makers to make informed choices. Consequently, the ranking outcomes offer valuable guidance for tourists seeking accommodation options in Raja Ampat, aiding them in selecting establishments that align with their preferences and requirements. In conclusion, using the SAW model facilitates a comprehensive assessment of accommodation alternatives, enhancing decision-making processes and contributing to the overall satisfaction of tourists visiting Raja Ampat.

In light of the research findings, it is recommended that stakeholders in the hospitality and tourism industry of Raja Ampat consider leveraging the insights derived from the application of SAW and ROC methodologies for accommodation selection. Firstly, adopting the SAW methodology allows for a detailed evaluation of accommodations based on weighted criteria, providing decision-makers with a nuanced understanding of each option's strengths and weaknesses. Secondly, the streamlined ranking system offered by ROC provides a simpler yet effective approach for those seeking a straightforward decision-making process. This dual approach offers a comprehensive perspective, ensuring a more inclusive and adaptable strategy for accommodation providers in Raja Ampat. Ultimately, these recommendations aim to enhance the overall quality of accommodation services and contribute to the positive experiences of tourists visiting this enchanting destination.

4. Conclusion

In conclusion, this study has contributed significant insights into the comparative analysis of accommodation selection methodologies, mainly focusing on Simple Additive Weighting (SAW) and Rank Order Centroid (ROC) within the context of Raja Ampat tourism in Indonesia. Key findings have been elucidated through meticulous evaluation utilizing both SAW and ROC methodologies. The findings reveal the effectiveness of SAW in furnishing a comprehensive assessment of accommodations based on weighted criteria, thereby facilitating well-informed decision-making processes. Conversely, ROC offers a streamlined ranking mechanism, catering to decision-makers seeking a simplified approach. Notably, Nyande Raja Ampat emerged as the top-ranked accommodation under both SAW and ROC methods, indicating its superior performance with a score of 0.95859128 and a first rank. Raja Ampat Sandy Guest House attained the second rank with a score of 0.924445677, while Mambetron Homestay Raja Ampat secured the third rank with a score of 0.861666825. This study underscores the significance of considering various factors such as facilities, services, cleanliness, and value for money in the accommodation selection process. These findings and the specific numerical rankings have substantial implications for Raja Ampat tourists and accommodation providers. Future research endeavors could explore alternative decision-making methodologies and incorporate an expanded array of criteria to deepen our comprehension of accommodation selection processes in tourism contexts.

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